



2020 U.S. Census: City of Tempe Outreach & Communication Plan

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From national to local, outreach and education efforts for the 2020 U.S. Census will be intensive, in order to encourage the highest possible self-response rate. This minimizes in-person interviews for the Census Bureau in mid-2020. An accurate count of Tempe residents benefits the city when it comes to the dissemination of federal funding for programs like housing, transportation and more. This plan looks briefly at national, state and regional efforts, and focuses on the hyper-local types of outreach that the City of Tempe has started and plans to intensify in the coming months.

National outreach

Each year, about \$675 billion in federal funds are distributed to communities based on population counts determined through the decennial Census, which is required by the U.S. Constitution.

The U.S. Census Bureau will conduct a national advertising campaign, which begins in early 2020. They also have produced national materials via an online portal (www.census.gov/partners/2020-materials.html) and resources that communities can use like the ROAM database, which shows 2010 Census response in detail.

The Census Bureau has appointed Partnership Specialists to all communities. Three Area Census Offices are being opened in the Maricopa County area; the nearest office to Tempe is in Mesa.

The national organization maintains several websites for different purposes – a central hub is at www.2020census.gov.

The Census Bureau has divided Census communication into several key phases: **Education** Phase (2018-19); **Awareness** Phase (January to March 2020); **Motivation** Phase (March through April 2020); **Reminder** Phase (May through July 2020); and **Thank You** Phase (August through December 2020).

Arizona Complete Count Committee

In August 2019, Governor Ducey's office announced the formation of the state Complete Count Committee and the appointment of 23 members. Arizona Office of Tourism Director Debbie Johnson is Chair of the group, which also includes liaisons from the worlds of education,

military, business, faith, tribal and more. The state group will partner and coordinate with federal and local outreach efforts.

Regional communication

The Maricopa Association of Governments (MAG) is leading a regional advertising buy and public relations push with the iCount 2020 theme. Ads will start to be seen and heard this month and continue through June 2020.

The Phoenix-based RIESTER agency has been hired for creative development, ad buys, website development and public relations pitches. There are benefits of buying power and media buying savvy from using an agency for the region. The media mix for the advertising buy is 34 percent TV; 19 percent radio; 9 percent print; 6 percent social; and other tools at various amounts. The timing of ads is October 2019 through June 2020. They aim to reach at least 90 percent of the county at least 20 times per person with the ads, signs and other tools.

All MAG cities and towns are contributing to the regional campaign, with a monetary share based on population. Tempe's share is \$60,700, which is being billed in two installments, one in the 2019-20 fiscal year and one in 2020-21.

The region's Census website, which launched Aug. 15, is at www.icount2020.info. It is optimized for mobile viewing and includes a full Spanish version of the site.

RIESTER and MAG are also taking the lead on any partnerships with major regional entities, like Southwest Gas, SRP, APS, Banner Health and more.

Tempe's role

With the national, state and regional campaigns covered, the City of Tempe's role in Census outreach is at the hyper-local level. City staff and the Council-appointed Complete Count Committee are focused on reaching and motivating several key audiences:

- Those who live in Census Bureau-identified geographic areas of Tempe that had low response rates in the 2010 Census (Most of these areas are north of the US-60, from the east to west borders.)
- College students who live off campus
- Families with children age 5 and under
- Those whose primary language is not English
- Any population the Census Bureau has determined as historically "hard to count"

Tempe's lane when it comes to Census outreach is hyper-local and grassroots, through activities like event booths, school partnerships, direct conversations, local advertising and the use of our own city communication tools, from street banners and posters to social media and email, and much more. The city webpage for Census is www.tempe.gov/census.

In 2010, when mail was the only way to respond to the Census, Tempe's voluntary participation rate was 67 percent of residents; Arizona's rate was 67 percent; and the national rate was 72 percent.

City staff have begun consulting with Tempe's new Equity and Inclusion Manager, Jonae Harrison, in formulating outreach and education plans that engage all residents.

City of Tempe 2020 U.S. Census Messaging

1) Responding to the 2020 Census is EASY.

- Online response is an option for the first time. You can respond by phone or mail, if you prefer.
- Tempe will provide computer access at the library and other locations for those who don't have Internet access or home computers.
- You choose to respond in the way you want – however you're most comfortable.
- There are nine simple questions – you don't need any supporting information like tax documents. Just provide what you already know about your family.
- Only one person needs to fill it out for each household.
- The Census questionnaire is available in multiple languages and information/assistance is available in 59 languages.
- Information and guidance about all types of unique "what if" questions is available online at 2020census.gov.

2) Your Census data is SECURE.

- Your questionnaire answers are anonymous and confidential. It's federal law (Title 13 of the U.S. Code) that your data cannot be shared with any other person, organization, court, business or government agency, such as law enforcement.
- For the 2020 Census, you will not be asked for your social security or bank information, nor for any money/donations/support for a political party. Do not provide this type of information to anyone claiming to represent the U.S. Census Bureau.
- In mid-March 2020, when you get the invitation letter prompting you to respond, it will have a special access code that matches your address. You enter that code if you're responding online.
- The Census Bureau has secure systems to address data hacking. They continually refine their approach to identifying, preventing, detecting and responding to cyberthreats.

3) Tempe needs you to respond to the Census – it is IMPORTANT for your community.

- Tempe gets federal funding for each person counted – nearly \$3,000 per person per year. And our state gets about \$20 billion a year in total.
- Local services like housing, streets, transportation, education, healthcare, etc. depend on Census response.

- After the 2020 Census, Arizona is anticipated to receive an additional representative in Congress because of population growth since 2010. That means more representation for our state at the federal level.

City of Tempe communication & outreach tactics

The following marketing/public relations activities are ones that the City of Tempe is planning to undertake for the 2020 Census. The city is handling all graphic design in house, as well as all printing jobs that are possible through the city's Print Shop.

City tactics and tools at a glance:

Social media Posts on city accounts Boosted posts, as well as ads Liking and sharing of regional iCount 2020 and national social media posts	Email Informational emails to city listserv subscribers	Media relations City pitches to media for interesting angles, key time periods	Video 'Reach screens' at city facilities like Library, community centers Tempe 11 bulletin board and videos
Signs/banners Library wall banner Intersection banners at Mill/Fifth; at Mill/Rio Salado during December and March Light pole banners Trash/recycling truck ads Magnetic signs for city vehicles	Posters/flyers/other collateral Distribution to city facilities, businesses, neighborhood/city public meetings Direct mail, if needed Brochures in Orbit vehicles Bookmarks for library patrons	Promotional items English/Spanish coloring books, colored pencils, water bottles, canvas bags, fun items that correspond to theme of counting	Advertising Wrangler News monthly "city page" ad Possible mall kiosks, budget permitting
Publications Tempe Today (monthly from October 2019 through April 2020) Tempe Opportunities Brochure (Winter 2019 and Spring 2020, in the section for classes for 0-5 year olds)	Other/Digital City Council meeting presentations and announcements Exploration of push notifications on Tempe 311 app Website and email info to library patrons checking out e-books and materials, and water bill customers paying bills online Announcements at spring training games	Event presence Census presence (by city staff and CCC members) at as many city events as possible that make sense for this message School events are a priority Census Bureau to attend certain Tempe events that have a more regional draw, such as the X. Partnership with city's Arts Engagement team to make booths appealing through artistic tie-ins, like artist-designed booth displays and activities	Speakers bureau CCC members and city staff to speak to community groups (Kiwanis Club, VFW, etc.), churches and nonprofits.

Budget for Tempe outreach and communication tactics

A 2019-20 budget supplemental was granted for \$93,000. This was used to pay the first half of Tempe's share of the MAG advertising/outreach effort (approx. \$30,000). It also will pay for part-time, temporary PIO assistance (approx. \$22,000) from July 2019 through June 2020, as well as \$30,000 for costs such as printing, advertising, video production, promotional items and more. The second half of the MAG effort (approx. \$30,000) is expected to be billed and paid for during the 2020-21 fiscal year.

ASU-Tempe Collaboration

ASU is planning an outreach and education effort to reach students who live off-campus surrounding its four campuses in the Valley: Tempe, west, Polytechnic and downtown Phoenix.

Robert Cox, who works in government relations at ASU, is an appointed member of Tempe's Complete Count Committee. The city and ASU are committed to collaborating to reach students and those plans are developing. Outreach ideas include banners and signs in various languages on campus, FAQs on their website, outreach to families and student leaders, kiosks for online completion, information on the ASU mobile app and more.

Complete Count Committee subcommittee work plans

The Complete Count Committee's four subcommittees are in the midst of finalizing the sorts of activities they will take responsibility for and the ones they recommend that the city engage in. In the coming months, these plans will be fleshed out further.

A key piece of assistance for the subcommittees has come from the city's GIS team, which has provided customized, targeted maps of low-response areas and other data.

Business Subcommittee

The CCC's Business Subcommittee was formed for the purpose of creating and coordinating activities that involve businesses in Census awareness, such as distribution of Census information to customers and inclusion of the Census logo and messages on sales/promotion materials.

Some of the outreach activities that the Business Subcommittee has put forth are:

- Giving promotional items like stickers to businesses for their customers, as well as requesting that they put up Census banners provided by the city and provide a Census link on their websites.
- Asking Changing Hands to hand out Census bookmarks to every customer.
- Census booth at various businesses to talk to their customers, with the possibility of providing kiosks/tablets for remote completion of the Census.
- Window clings for business partners who have committed to talking about the Census with their customers and employees.

- Targeting private daycare and preschool businesses to reach families with children age 5 and under, which are a hard to count population.
- Introduction letter from Mayor for approaching businesses and CEOs to partner with us.

Education Subcommittee

The CCC's Education Subcommittee was formed for the purpose of facilitating awareness for local schools from pre-k through 12th grade, as well as postsecondary schools in the area. The subcommittee also can encourage school administrators, teachers and students to use Statistics in Schools materials. The Census Bureau has a "Census in Schools" program with resources at www.census.gov/schools. They have pencils and other giveaways that are specific to schools. Every school in the United States is getting a principal's toolkit with maps and more in September.

Some of the outreach activities that the Education Subcommittee has put forth are:

- Flyers to Tempe PRE families
- Outreach to charter schools in Tempe
- Outreach to University of Advancing Technology and Rio Salado College, as well as ASU
- Tempe Elementary School District ideas like Census posters and coloring books for classrooms, as well as school event booths with giveaways and bus advertising
- Marquee ads on Census Day
- Flyers at parent-teacher conferences
- Kiosks in school offices for remote completion
- Peach Jar ads
- Ads in sports and arts programs

Faith and Nonprofits Subcommittee

The CCC's Faith and Nonprofits Subcommittee was formed for the purpose of creating and coordinating activities and materials that can be used by any local faith-based institutions in the promotion of Census awareness and participation.

Some of the outreach activities that the Faith and Nonprofits Subcommittee has put forth are:

- In-person presentations to the leadership at churches and medical centers
- Pull-up banners for church lobbies, and distribution of posters/flyers/brochures
- Census information in church newsletters
- Distribute flyers to CARE 7 clients
- Attend and present information at Councilmember Navarro's faith leadership group meetings
- Presentation to Tempe Community Council board members

Community Outreach and Special Populations

The CCC's Community Outreach and Special Populations Subcommittee was formed with the purpose of informing and motivating Tempe's diverse array of community members, including residents who primarily speak languages other than English, as well as any other historically undercounted population. More detail about the subcommittee's work plan follows.

Community Outreach & Special Populations Subcommittee Work Plan

AUDIENCE	OUTREACH ACTIVITIES (1-2+ per audience)	TIMING	OWNER	PROJECTED COST
Seniors	Materials and tabling at senior centers 1. Cahill Senior Center 2. Escalante Senior Center 3. North Tempe Multigenerational Center 4. Pyle Adult Recreation Center	Fall/Winter 2019	Walsh	
	Tempe Adult Day Health Services		Walsh	
	Tempe Community Action Agency/Tempe Neighbors Helping Neighbors		Walsh	
Renters			Mittman	
Limited/Non-English Speakers	Bilingual materials and speakers at ESL classes	Fall/Winter 2019		
Refugee Populations	Arizona Immigrant and Refugee Services Catholic Charities Community Services		Siefer	
	International Rescue Committee		Siefer	
	Lutheran Social Services of the Southwest		Siefer	
	Welcome to America Project		Siefer	
Socio-economic challenges	Census flyer in every food box at TCAA food bank		Lindsay	
	Laundromats		Lindsay	
	Second hand stores		Lindsay	
	Mountain Park Community Health Center		Lindsay	
	Piper Charitable Trust Fellows		Lindsay	
Deaf	Apache ASL Trails			

Blind	Read announcements on SunSounds	Fall/Winter 2019		
People with Disabilities	Arc Tempe			
18-24 youth non-students	Fliers at bars, fast food restaurants		Lopez	\$300
LGBTQ	ASU Pride		Robles	
	One in Ten		Robles	
	Phoenix Pride LGBT Center		Robles	
	Pride Tempe		Robles	
Minority Populations	African American Advisory Committee			
	Barbershops			
	Nail Salons			
	Specialty Grocery Stores			
Veterans	Materials and partnership with Tempe American Legion Post 138			
	Materials and partnership with American Legion Post 2			
	Arizona Department Of Veterans of Foreign Wars			
	Materials at East Valley Veterans Education Center			
	Tabling at 9/11 Heroes Run			
	Walk and hand out materials at Veterans Day Parade			